



## The Basics

### WHAT

Rotary Service is a practical and action-oriented movement to provide meaningful volunteer experiences for Rotary, Rotaract and Interact members.

### WHO

Rotary Clubs around the world and in your community working together to showcase Rotary as people of action and recruiting others to join. **#PeopleofAction**

### WHEN

Anytime and as often as you can.

### WHERE

This is your challenge, but projects should align with Rotary's seven areas of focus, UN's international days, and/or Rotary's themed months.

### HOW

Work with your club and other clubs to develop a project, recruit others, and promote via social media and other mediums. **#PeopleofAction**

### WHY

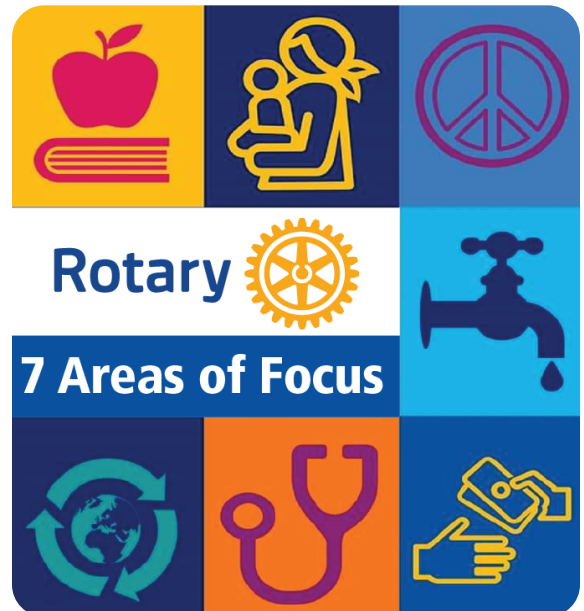
Because Rotary is fun and does so much in the community. We are looking for new members.



## Rotary Service Toolkit

## 7 Areas of Focus

- Basic Literacy & Education
- Maternal & Child Health
- Peace & Conflict Prevention
- Water & Sanitation
- Economic & Community Development
- Disease Prevention & Treatment
- Environment



**Serve  
to Change  
Lives**

## Great Ideas!

**What ideas  
do you have?**

- Support a local food bank
- Organize a park or beach clean-up
- Plant trees or native plants
- Create a lending library
- Deliver meals to those with food insecurity
- Empower girls in STEAM
- Help mothers in developing countries

## PROJECT IDEAS

### *Inspiration/Engagement:*

- Planned Rotary, Rotaract, and/or Interact Clubs.
- Align with one or more of Rotary's areas of focus.
- Promote using at least one media platform.
- Attract a group of participants including non-Rotarians.



## Promote Your Project

- Tell a Friend
- Call a Neighbor
- Website
- Social Media
- Newspaper
- Flyers

## ABOUT RD5050 SERVICE

- **MISSION:** To help, encourage, and motivate Rotary, Rotaract, and Interact members in RD5050, *both individually and in clubs*, to practice more acts of service with others.
- **VISION:** To inspire and ignite new and continuing service projects and actions among Rotary Clubs and their communities throughout RD5050.
- **PURPOSE:** To gather and share great ideas and resources to empower service above self.

## WAYS TO PROMOTE YOUR PROJECT

- Involve a collaboration with at least one local business, community organization, or movement or municipality.
- Provide serve opportunities that welcome families and participants of all ages and abilities.
- Promote event photos and accomplishments on social media using **My.Rotary.org** People of Action resources and **#RD5050PeopleofAction** hashtag.
- Follow up with participants who are club members after the event and invite them to get involved with a future project or attend a club meeting to learn more about your clubs' work in the community.

## RESOURCES



**Rotary District 5050**

[www.facebook.com/rotary5050](http://www.facebook.com/rotary5050)

**Rotary District 5050 People of Action**

[www.facebook.com/RD5050PeopleofAction](http://www.facebook.com/RD5050PeopleofAction)

**Rotary International**

[www.facebook.com/rotary](http://www.facebook.com/rotary)



### LINKS:

**Rotary International**

[www.rotary.org](http://www.rotary.org)

**Rotary International People of Action**

[www.rotary.org/en/rotary-people-action](http://www.rotary.org/en/rotary-people-action)

**Rotary District 5050**

[www.rotarydistrict5050.org](http://www.rotarydistrict5050.org)

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